



## The Third Annual Utah Tourism Advertising & Marketing Contest

The Utah Office of Tourism and the Utah Tourism Industry Coalition announce the Third Annual Utah Tourism Advertising & Marketing Contest.

This contest will celebrate Utah's best in tourism advertising/marketing/promotion, with winners announced at the Utah Tourism Conference on Wednesday, May 14, at the Hilton Salt Lake City Center, Salt Lake City, Utah. Each entry will cost \$25 and organizations may submit a total of five entries.

The contest is open to Arts/Cultural Organizations/Businesses, Destination Marketing Organizations (CVBs, County Travel Councils, Travel Regions, etc.), Hotels/Motels/Bed & Breakfast Inns, Ranches/Lodges, Restaurants, Shopping/Specialty Stores, Ski Areas/Mountain Resorts, Sports/Recreation/Guides & Outfitters, and Transportation Services.

### ENTRY PROCEDURES

A separate sample must be provided for each entry.

Please label the back of each sample with company name, budget, and category.

A completed entry form must be included with every entry, please do not attach it to the sample.

All entries must have appeared or been used between Jan. 1, 2007 to the present.

There is a limit of five entries per organization. Entries may be in any category.

All entries for an individual organization can be packed into one shipping/mailling carton.

Entries must arrive no later than April 18, 2008.

### MAIL ENTRIES TO:

Rebecca Katz  
Utah Office of Tourism  
Council Hall  
300 N. State Street  
Salt Lake City UT 84114  
Tel: (801) 538-1479  
Fax (801) 538-1399

**DEADLINE**  
**April 18, 2008**

### ENTRY INFORMATION

COMPANY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

Check your categories:

\_\_\_\_ CVB / County Travel Council / Gov. Agency / Non-Profit / Organization \_\_\_\_ Private Sector

Annual Budget of \_\_\_\_ Less than \$250,000 \_\_\_\_ More than \$250,000

### ENTRY CATEGORY

(Please check one)

- \_\_\_\_ Brochure
- \_\_\_\_ Billboard
- \_\_\_\_ Promotional CD/DVD
- \_\_\_\_ Direct Mail
- \_\_\_\_ E-mail Promotion
- \_\_\_\_ Logo (*Logo size must be at least 3" in diameter*)
- \_\_\_\_ Media Kit
- \_\_\_\_ Newsletter
- \_\_\_\_ Print Ad, including magazine and newspaper
- \_\_\_\_ Specialty Item/Other (*Clothing, pens, mugs, posters, etc.*)
- \_\_\_\_ TV Ad (*Submit labeled DVD*)
- \_\_\_\_ Tradeshow Booth (*Submit picture*)
- \_\_\_\_ Visitor Guide (*May contain advertising*)
- \_\_\_\_ Website- *Include address here* \_\_\_\_\_
- \_\_\_\_ Radio/PSA Ad (*Submit labeled CD*)

\_\_\_\_ Total Number of entries per submitting organization/company

\_\_\_\_ Total amount to be invoiced

**One form per entry, each entry will be invoiced by UTIC for \$25.**

*\* Billboards, direct mail, e-mail promotions, logos, newsletters, booth pictures, print ads and website samples must be mounted on appropriately sized mat or poster board.*

Once your entries have been submitted, you will receive an invoice from UTIC. Payment may be made by credit card or company check.